Mechanism to monitor programme code

2120. SHRIMATI SHOBHANA BHARTIA:
PROF. ALKA BALRAM KSHATRIYA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

whether Government has recently issued guidelines to empower at the grassroots level a local mechanism that would monitor and enforce the programme code of the Cable Television Network (Regulation) Act;

if so, the details thereof;

whether several private television channels have been found violating the guidelines of the Government; and

if so, the details thereof and to what extent the new guidelines by the Government are going to tighten screws on private channels.

THE MIN1SER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) and (b) Yes, Sir. Fresh Order/guidelines dated 19.2.2008 have been issued for Monitoring Committees at State/District level to monitor local Cable channels and look into violation of Programme and Advertising Codes and to address complaints received from general public. Copy of the relevant order is available on the website of the Ministry www.mib.nic.in.

(c) and (d) Yes, Sir. Certain instances of violation of Programme & Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed there under have been brought to the notice of the Government. The Government has taken appropriate action against the various channels from time to time on the basis of the recommendations of the Inter-Ministerial Committee (IMC) constituted to look into the violations of Programme and Advertising Codes. Some of the actions taken against different channels for violation of Programme and Advertising Codes are as under :—

Channels banned completely-TB6, RENTV, Blue Kiss, Blue Kiss Express, Blue Kiss Promo, TBL XXX, Free X TV.

Channels banned for a specified period-Cine World, AXN, FTV, Janmat TV.

It is hoped that proper enforcement of the Order/guidelines dated 19.02.2008 by the State Governments will suitably regulate the content on cable television network in the country to a great extent.

Telecast of obscene advertisements

2121. SHRI N.R. GOVINDRAJAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

whether Governments is aware that obscene advertisements are continuously telecast in cable channels;

if so, the details thereof;

whether Government has any proposal to constitute a Committee to keep a vigil on such advertisements/programmes on cable channels;

if so, the details thereof; and

(e) whether Government propose to draft a comprehensive advertisement policy for private TV channels?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) and (b) Certain instances of violation of Programme Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed there under have been brought to the notice of the Government. The Government takes appropriate action against the various channels from time to time on the basis of the recommendations of the Inter-Ministerial Committee (IMC) constituted to look into the violation of Programme and Advertising Codes. Recently, AXN Channel was banned for specified period for showing "World's Sexiest Advertisement". Warning were issued to different channels for showing the advertisement of'Lux Gen-X[1]. Orders were also issued to all channels not to telecast the advertisements of Lux Cozy Underwear' and Amul Macho Underwear'.

(c) and (d) The Govt, has already constituted an Inter-Ministerial Committee (IMC) under Section 20 of the Cable Television Networks (Regulation) Act, 1995 to look into the violation of the Programme and Advertising Codes prescribed under the Act and Rules tramped there under. Orders/guidelines dated 06.09.2005 and 19.02.2008 have been issued for constituting Monitoring Committees at State/district level to specially monitor local cable channels.

No such comprehensive policy is under consideration. However, a Committee constituted to review the Programme and Advertising Codes has submitted its Report to the Government on 05.03.2008

Effect of FDI in print media on news content

2122. SHRI VIJAY J. DARDA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

whether Foreign Direct Investment (FDI) in print media has brought any qualitative change either in the news content or editorials;

if not, has out domestic newspaper industry benefited from this FDI and the envisaged objective of FDI is proposed to be raised?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) and (b) The foreign Direct Investment (FDI) in print media has been allowed to overcome the shortage of capital being faced by the newspaper industry in the country. Several Indian companies engaged in publishing newspapers and periodicals dealing with news and current affairs have been allowed to bring in Foreign Direct Investment (FDI) subject to the maximum limit of 26% of their paid up equity capital. As per the FDI guidelines, editorial content continues to remain in Indian control. The guidelines provide that permission would be conditional on at least 3/4th of the Board of Directors of the new entity and all key executives and editorial staff being resident Indians.

(c) No, Sir.

Funds to Urdu channel

2123. SHRI SHAHID SIDDIQUI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state: